



the Farmer's Market

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An allotment garden in Germany.



German Farmers' Market

An ancient concept with cooperative roots

A big part of many markets around the world is the sense of community, some markets even take this further by sourcing produce from community gardens. Although allotments shown above rarely see a traditional marketplace, a lot of trading happens amongst the gardeners here, turning their hobby into a reliable self-sufficiency.

Large producers take their produce to be sold in large public spaces, many cities have areas specific to this type of gathering, hence 'Marketplace' which is a rotation of venues. Today's fruit and vegetable offerings will be tomorrow's craft fair.

History of Farmers' Markets

A detailed historical painting depicting a bustling outdoor farmers' market. In the foreground, a man in a dark coat and cap stands near a woman in a patterned dress and headscarf. To their right, a man in a blue coat is bent over a wooden table, possibly weighing or preparing goods. In the background, numerous other people, including men, women, and children, are engaged in various market activities. Some are standing near stalls, while others are carrying baskets or bags. The scene is set under a simple wooden structure, possibly a covered walkway or a series of stalls. The overall atmosphere is one of a busy, traditional marketplace.

First recorded new world farmers' market was created in the English colonies in 1634.

Farmers markets reached their peak in the 19th century

The rise of convenience stores, supermarkets and chain stores after World War II damaged the popularity of the farmers' market

During the 1960's and 70's, the 'Back to the Land' movement that favored self-sufficiency and local food production caused a nation-wide resurgence.

Currently the farmers' markets are enjoying a established popularity, partly to the Green movement.



Left
Market in Tel Aviv

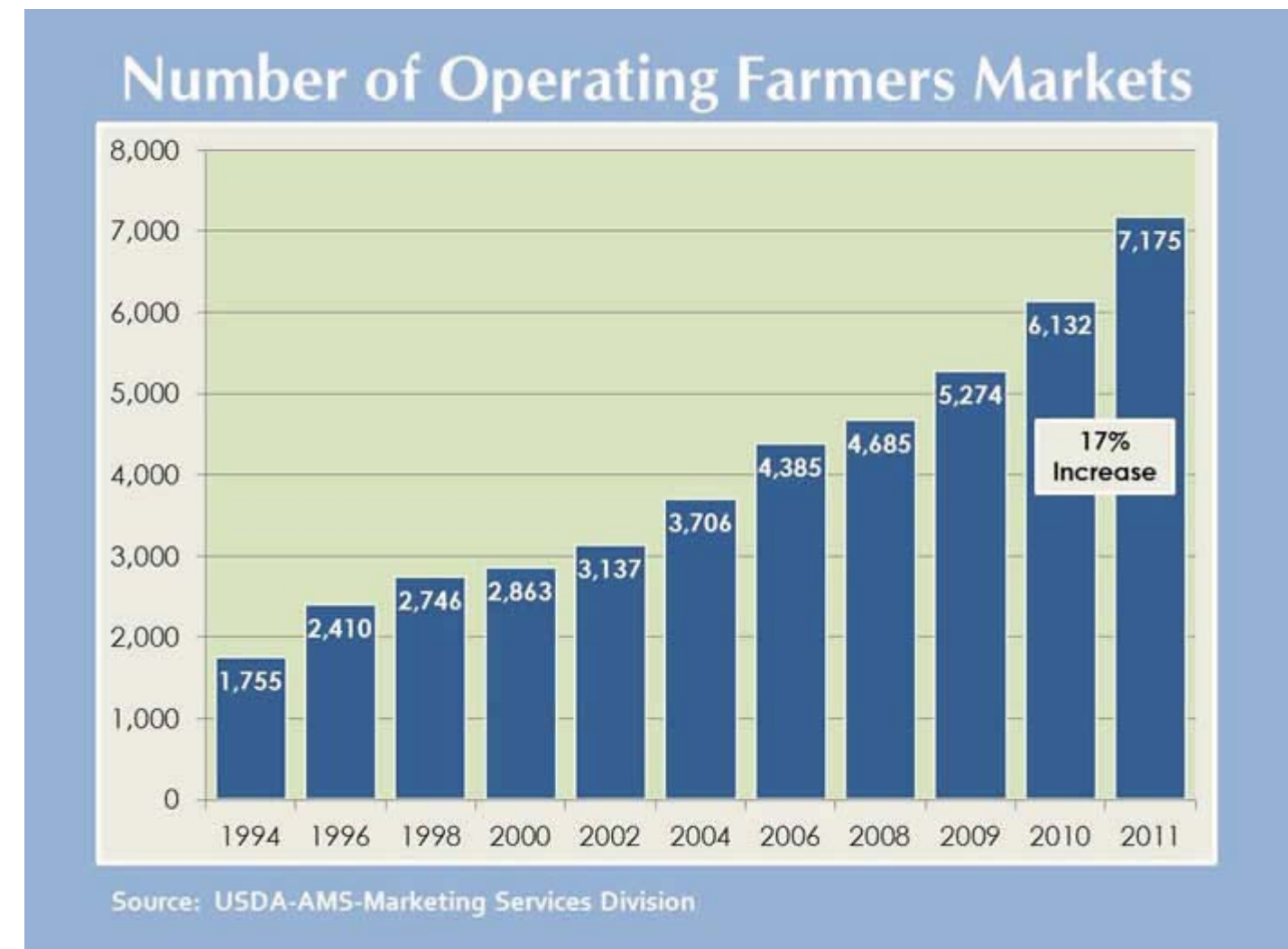


Right
Poster in Tel Aviv showing a
new Market opening

Bottom
Number of Markets charting
growth in the US.
(imagesforrenewal.com)

Green Movement has globalized

Resurgence is due to people's increased mobility to get to markets, increased wealth to purchase food, increased yields from modern farming technique and increased awareness of pesticides and increased appetite for organic foods and their benefits. It is a growth industry, literally and figuratively.



Why Farmers' Markets now?

Wide selection of fresh affordable produce and speciality products

A meeting place for friends and family members to gather

Buying direct from the farmer means lower prices and larger variety



For the Farmer

More income possibilities

More consumer contact

More possibilities to expand produce production

What is a **Farmers Market**?

National Farmers Market Association only recognizes markets that:

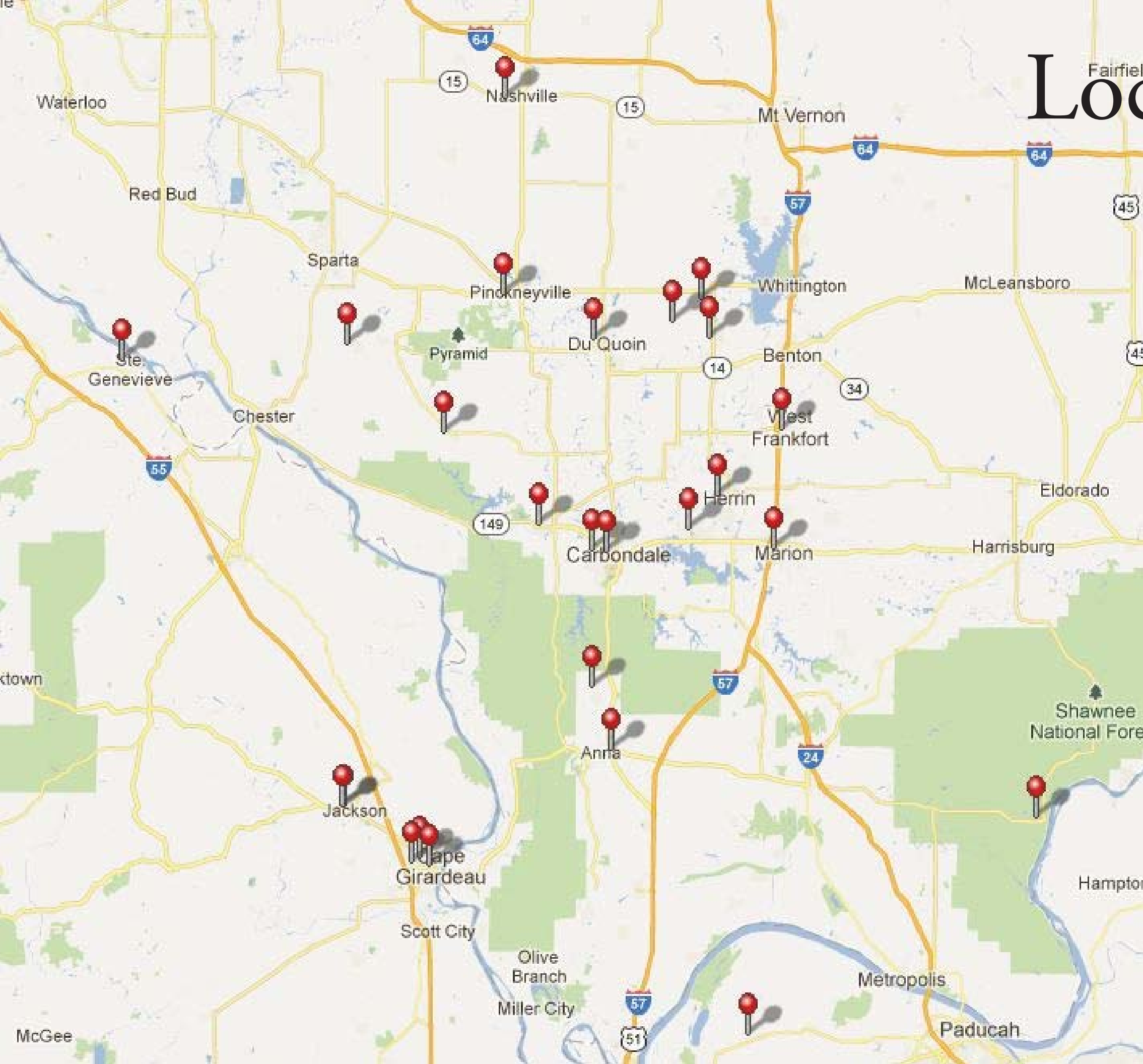
- Offer locally grown produce (within a 30 to 50 mile radius).
- Are sold by “Principle Producers” (the stall is operated by someone directly involved with the production of the produce.)
- Are operated in accordance with trading standards, environmental health regulations, licensing, charters, and other relevant legislation.
- Have criteria for market rules and policies that do not conflict with the main principle set by the National Farmers Market Association.

Tourism

Farmers' Markets are becoming draws for many like minded people to visit and experience different locales. Towns and villages with Farmers' Markets will often advertise their markets for free to get people to visit their town. This example is a very polished site in Los Angeles.

source: farmersmarketla.com





Local Markets

Carbondale
Murphysboro
Marion

The closest market to
the site is in **Cobden**

Precedence



Dane County Farmers Market

Madison, Wisconsin

Dane County hosts the largest producers-only market in the United States, its goals include:

- Provide alternative marketing opportunities to local farmers
- Promote the sale of local Wisconsin products
- To improve variety, freshness, taste, and nutritional value of produce
- Create connections between farmers and consumers
- Provide an educational forum for consumers to learn about locally grown produce

Dane County hosts the largest producers only Farmers Market in the United States.



Urban Oaks

New Britain, Connecticut:

- Organic farm located in the middle of New Britain , Connecticut's industrial district.
- Converted from abandoned urban lot.
- Financially self supporting non-profit organization
- Local youth are hired to work at the farm only if they can keep good grades.
- Helps young employees find financial aid for college educations.
- Urban Oaks provides many local restaurants and university dining halls with produce.

image source: blog.urbanoaks.org

Land Reclamation & Education





Urban Connection

Large Communities equal larger variety and offerings.



Greenmarket

New York, New York

- Open air seasonal market
- 47 markets in 33 locations spread throughout Manhattan, Brooklyn, Queens, the Bronx, and Staten Island.
- 23 markets in 16 locations operate year round.
- 250,000 + customers visit the market weekly.
- More than \$800,000 in coupons provided by the Farmers Market Nutrition Program were redeemed in 2000.
- More than 105 local restaurants get fresh produce from the market each week.
- Greenmarket farmers donate about 500,000 pounds of food to City Harvest and other hunger relief organizations each year.

Dense City Advantages



Tsukiji Fish Market

Tsukijishima (an artificial island), Japan

- Largest Fish market in the world
- Opens 3:00 AM closes 1:00 PM
- Employs 60,000 people
- 900 wholesale dealers
- Moves 2000 tons of fish daily

Architectural Design Note:

The buildings are designed on a quarter circle to fulfill program requirements of space limits, transportation, sea and rail access, and perishability:



Soulard Market

St. Louis, MO

“The oldest market west of the river”

STL Today: “The city, which runs the market, senses an opportunity for change — and those fans and vendors are viewing its intentions with a wary gaze. ...robbing them of its gritty old soul.” MAYBE?



After the original market was fire damaged the building was redesigned in 1938.

Albert E. Osburg, City Architect, based the design on Brunelleschi's famous Foundling Hospital in Florence, Italy.

Benefits of Farmers' Markets to Urbanization

They encourage preservation of farmland

Markets create a safe, festive, and healthy environment.

They create a link between food consumption and production, residents get a better sense of where their food comes from.

Markets provide quality food and goods to low-income neighborhoods.

Markets attract buyers to local downtown areas, business in those areas improves.



Image Sources: ian.umces.edu, listofimages.com, oceansbeachsandiego.com

Low Income communities

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Farmers' Market

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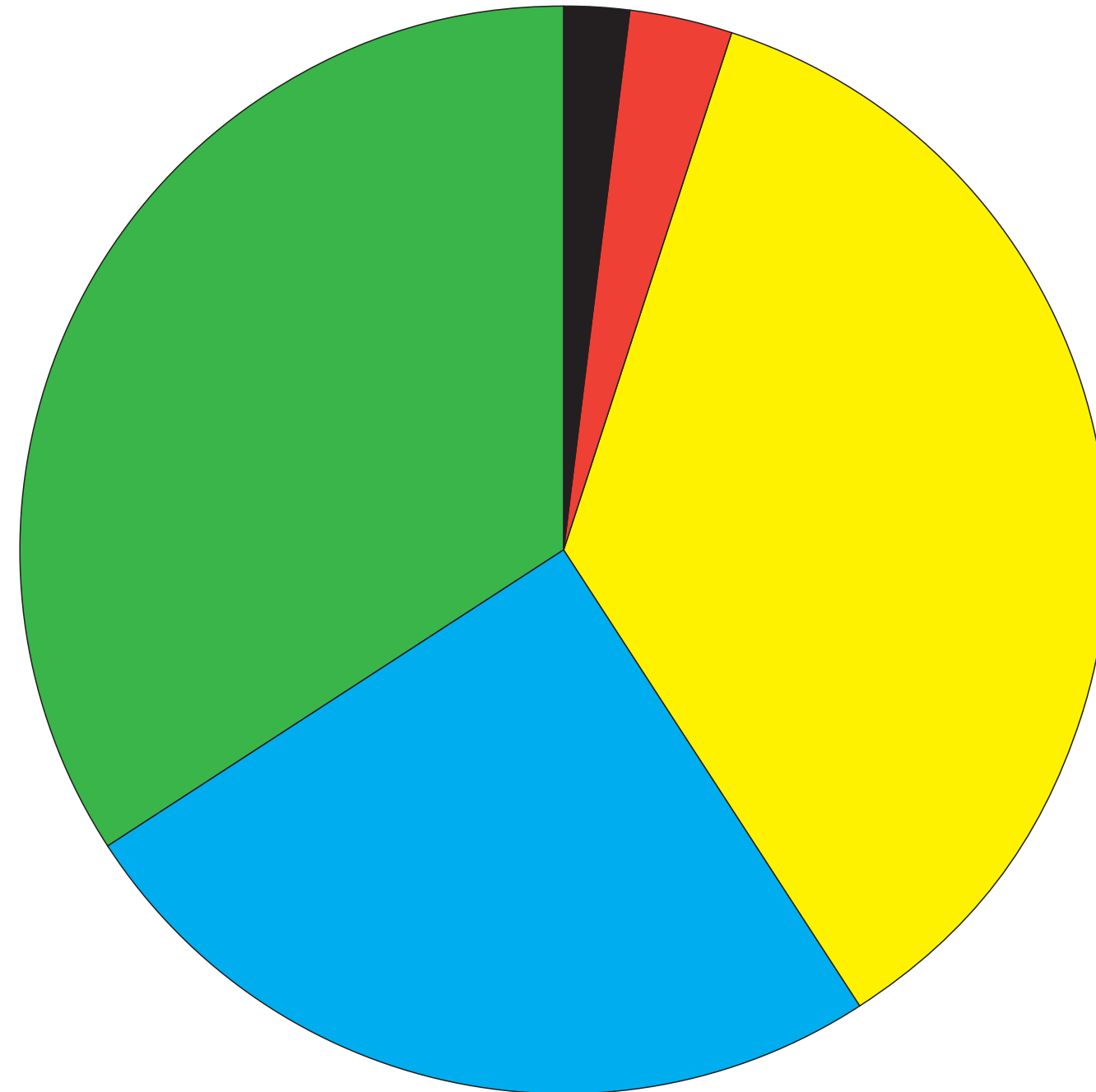
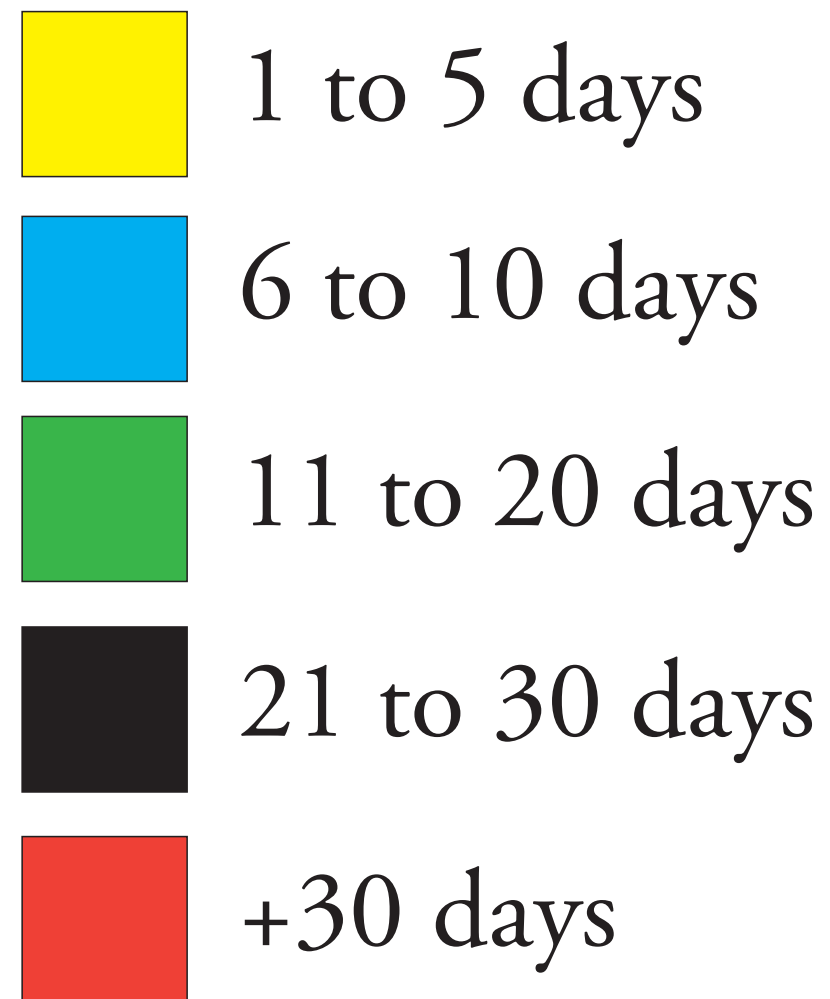
Consideration,
Planning

Why start a market in a low income area?

- Provides fresh food for people who may not normally have access to nutritious food.

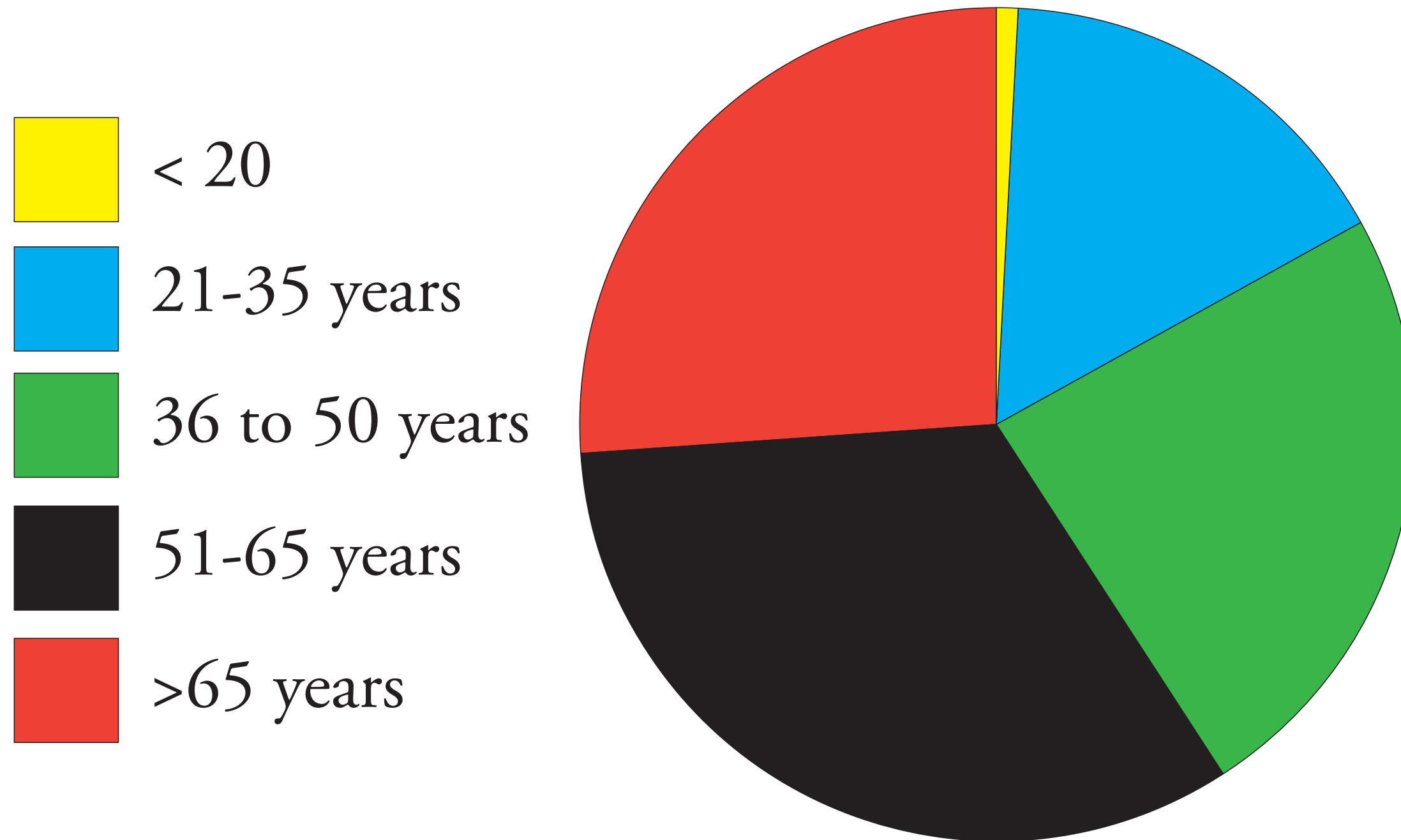
Special Considerations for Markets for low-income areas:

- Product mixed must be geared for demographic and cultural characteristics
- Finding farmers who can provide food for the market can sometimes be a challenge.
- Customer education on how to prepare fresh food may be challenged by language or other Cultural differences.
- Farmers are mostly looking for the highest prices possible for their goods, so finding farmers willing to sell their goods at discounted prices may be difficult.
- Market must provide flexible hours due to locals who may work multiple jobs.
- Transportation options to and from the market may be limited.



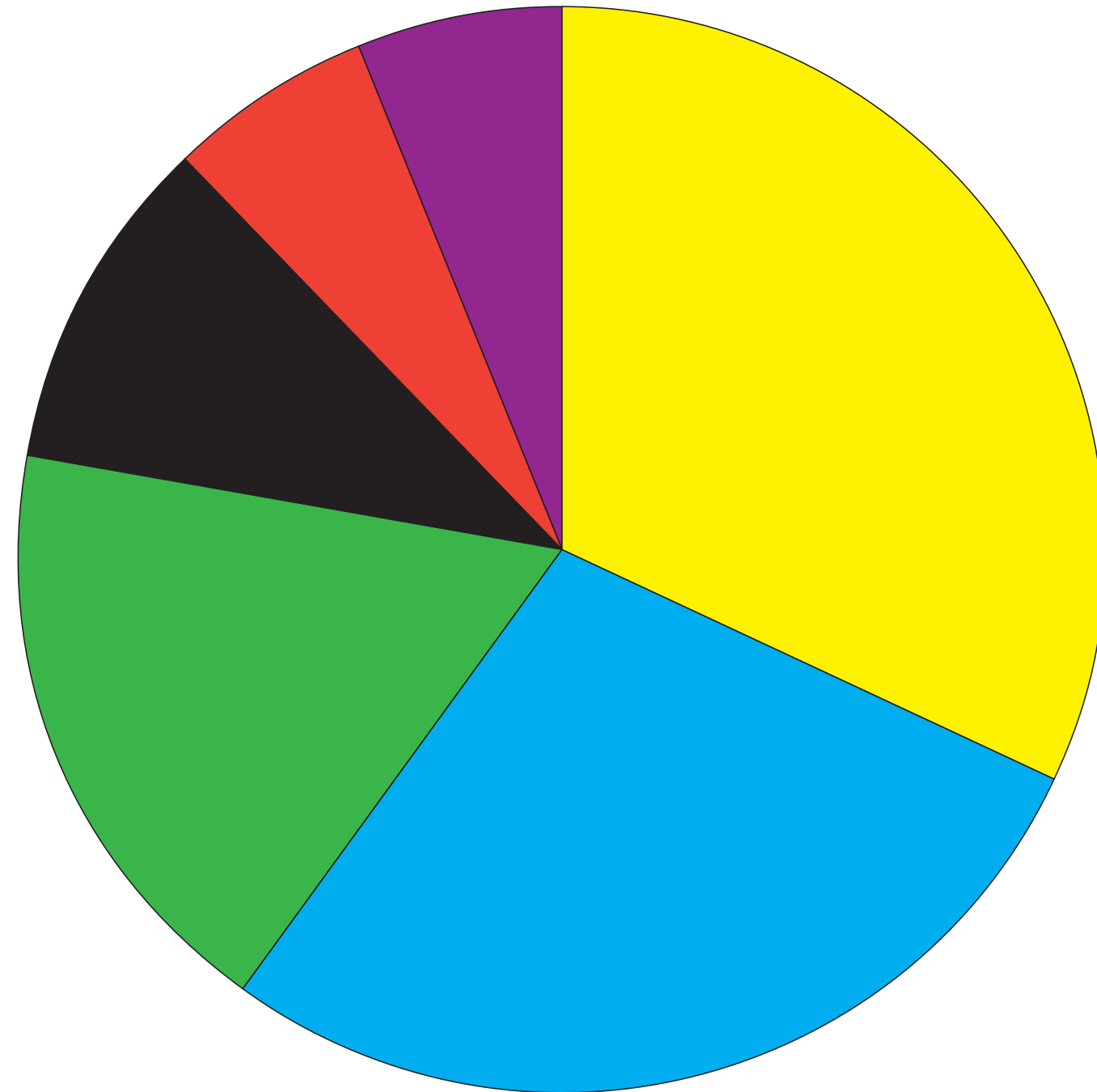
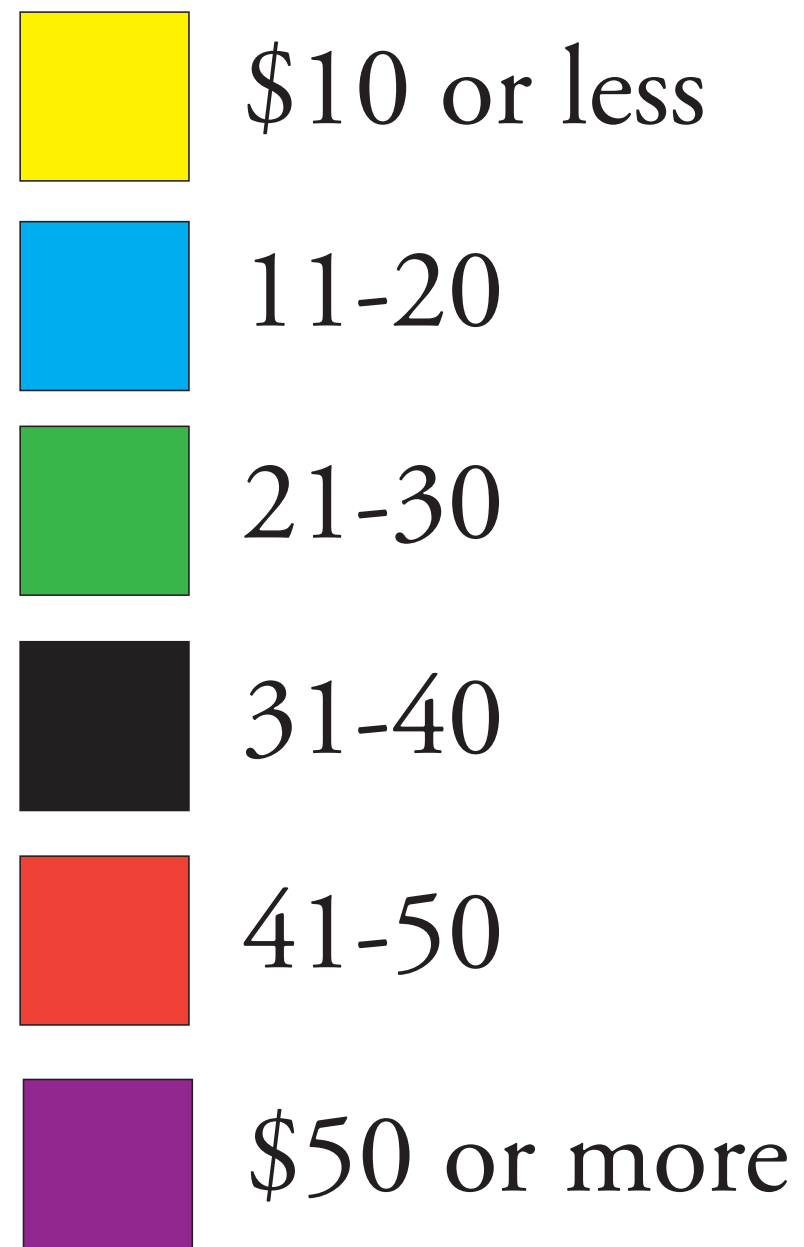
Days consumers visit a Farmers' Market in one season.

source: Iowa Department of Agriculture



Average age of consumers visiting a Farmers' Market

source: Iowa Department of Agriculture



Money spent per visit
source: Iowa Department of Agriculture



Rendering



Built

Architectural Visibility

The increase of all the attention Farmers' Markets have enjoyed of late is starting to manifest itself in high echelon architecture and design

image: archdaily.com "Covington Farmers Market design/buildLAB"

Virginia Tech students from the 3rd year Studio designed this prefabricated farmers' market. They started with unique designs per student and democratically designed the final in a collaborative effort

Basic Weather renovation protection
with open-Air design grace Ohio's
oldest public market and keep it
relevant and attractive.

Glaserworks Architecture
renovation 2003-2004

Findlay Market, Cincinnati, Ohio

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